

How IT Outposts Accelerates Time-to-Market for an AI Translation Startup

The startup provides real-time voice and text translation powered by AI. As you can imagine, seamlessly translating speech across languages in real time relies on many complex services, from speech recognition to synthetic voice generation.

The founder aims to lead the AI translation market by enabling effortless communication without language barriers. The idea came from the difficulty of doing international business calls with clients who speak different languages.

However, competition is steep as AI gains traction, with many new players targeting this area. Clearly, the main differentiator is how quickly and how well you can deliver translations — customers want them fast and accurate.

One challenge was that separate teams independently built services like text translation, lip-syncing, etc. Despite the underlying technology stack, comprised of Google Cloud and Kubernetes, managing frequent releases was messy at first, especially since some developers lacked deep Kubernetes expertise.

Shortcuts teams made to adapt services to Kubernetes led to technical debt accumulating. With more modules and complexity, this debt slowed productivity and the ability to meet market demands.

Also, onboarding new teams as services expanded lacked established procedures. Lots of time got wasted getting external teams up to speed before real progress happened.

So, providing a unified entry point for all external teams was our top priority. We give each dev team an upfront “kick-off file” with detailed specs for deploying services on Kubernetes clusters.

This standardized process prevents wasted ramp-up time by getting all parties aligned. It helps contractors more easily build compliant services that integrate with a greater ecosystem.

Managing secure access for decentralized teams was another hurdle. With lots of contractors building in parallel, controlling permissions was critical. We now enforce role-based access and create isolated sub-clusters, so teams only access the specific resources their role requires.

As a result, with better coordination, security, and teams who understand Kubernetes better, the startup can onboard and scale services faster. This directly accelerates time-to-market.

As clients adopt more services, we keep assisting with scaling while maintaining quality and speed.

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OUR AWARDS



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